2011 SL-Class

Mercedes-Benz

Information Provided by:
DEALER E-PROCESS

It was born to win races.

And spent half a century capturing hearts.

Developed as a racecar, coveted as a sports car, and cherished for generations as a dream car, no other automobile can claim its history of innovation, imagination and adoration. When did it first take hold of your heart? Was it hurtling around a track, poised on the auto show carpet, or just courting your glance from a neighbor's driveway? Wherever it started, you remember. And ever since, you've envisioned yourself behind the wheel, top-down, irresistibly drawn toward the horizon by the persuasive pull of its engine – and a gentle sunny breeze at your back. This is not just a sports car. It's a Mercedes-Benz sports car. Born to capture the checkered flag. Engineered to romance the road. For 57 years, destined to fuel your love of driving. This is the 2011 SL-Class.

For more information, please visit www.mbusa.com

SL 550 shown on cover with Palladium Silver metallic paint, and optional Premium 1 and Wheel Packages. SL 550 shown at right with Storm Red metallic paint.

The 2011 SL-Class.
Invincible history. Irresistible chemistry.

Drivers can't resist a car that's drawn to the road. It introduced fuel injection to the world in 1954. Today, its Active Body Control (ABC) system is arguably the most advanced suspension in production. The SL has a heritage of elevating performance while deepening the allure of its iconic design. True to its legend, the 2011 SL 550 satisfies the unending desires of drivers with an enduring devotion to technological innovation. From its athletically gifted handling to the acrobatic precision of its retractable hardtop, its every maneuver is engineered to move you.

Well-defined muscle. Dual trapezoidal exhaust tips resonate a mellow rumble as the 382-hp 5.5-liter V-8 sweeps you to 60 mph in 5.3 seconds.[1] Power is conducted via a driver-adaptive 7-speed automatic with Touch Shift control and paddle shifters.

Gripping style. Staggered-width 18" 5-spoke alloy wheels and high-performance tires[2] expertly balance surefooted acceleration with precise steering control. Optional 19" AMG wheels include perforated rear brakes, plus dark-tinted headlamps and taillamps.

Active agility. ABC instantly adapts to driving conditions for crisp cornering with silky comfort. It also automatically lowers the car as speed rises and offers two selectable Sport modes. A new Direct-steer system sharpens feedback in tight turns.

Able-bodied. High-strength/low-alloy steel reinforces its unmistakably sculpted physique. From its power-retractable aluminum hardtop to its aerodynamic lower bodywork, the SL asserts its performance prowess with seductive style.

SL 550 shown with Black paint, and optional Premium 1 and Wheel Packages. Please see endnotes at back of brochure.

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SL 550 shown with Palladium Silver metallic paint and optional Wheel Package. Please see endnotes at back of brochure.

Incomparable engineering. Incurably enchanting.

Thoughtful innovation comes from thinking ahead. As much fun as the SL-Class brings to an open road on a sunny day, its advanced engineering helps you feel confident and cared-for in moments of darkness or duress. The brakes automatically act to keep their discs dry in the rain, and pre-charge for faster reaction if you lift off the gas quickly. A pop-up roll bar – an SL innovation – deploys in 0.3 seconds should it sense an imminent rollover.[3] If any of its five air bags deploy,[4] its new Mercedes-Benz mbrace™ system can call for help. With mbrace, new worlds of security and convenience await you. Like using Google Maps™ to send destinations from your home computer to your car's navigation system. Or locking and unlocking your doors with your smartphone.[5] Engineered to protect you, the SL-Class is equally devoted to pleasing you.

Pacesetting. Optional DISTRONIC adaptive cruise control actively monitors your following distance from the vehicle ahead of you. Originally pioneered by Mercedes-Benz, it can automatically apply the brakes and resume your preset speed when traffic opens up.[6]

Enlightening. The SL's standard Bi-Xenon headlamps incorporate Active Curve Illumination, which swivels the beams according to your driving speed and steering angle. They increase usable illumination of curving roads by up to 90% over conventional fixed headlamps.

Transforming. The SL converts from secure hardtop coupe to freedom-loving open roadster in 16 seconds, using either a console-mounted switch or a button on the SmartKey remote. The rear window pivots 180° to help preserve usable trunk space with the top stowed.

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Stimulating sanctuary.

Just the two of you. At one with the road. Intimate pairings are the hallmark of a sports-car cockpit. Two contoured, multi-adjustable seats — divided by a sweeping console — sumptuously envelop you and your passenger. Classically contemporary instruments connect car to driver, readable at a glance, yet rewarding to your lingering gaze. Supple top-stitched leather complements hand-polished wood, creating an air of sporty elegance. While advanced, user-friendly technology fills that air with lush music and temperate breezes. The cabin of the SL-Class delivers a perfect union — a balance of spirited exuberance and free-spirited escapism.

Ensconced. Heated 12-way power seats are hand-fitted in soft leather and offer pneumatic lumbar support. The optional Premium 1 Package adds Active Ventilated seats with precise multicontour adjustment and a soothing massage feature.

Connected. The COMAND system integrates navigation[7] and audio with a color-LCD screen, 40GB hard drive and advanced voice control. A Bluetooth® interface,[8] SIRIUS® Traffic™ with real-time updates,[9] and Zagat® Survey ratings for restaurants, hotels and golf courses offer unexpected delights on any drive.

Enrapt. The 10-speaker, 510-watt harman/kardon LOGIC7® sound system with Dolby Digital 5.1 automatically adapts for speed and top-down driving. SIRIUS Satellite Radio, HD Radio,™ iPod® integration,[10] a 6-DVD/CD player, in-dash memory card reader and 4GB of music storage are all included.

Embellished. The optional Trim Package further enriches the SL 550 cockpit. Seats are dressed in smooth, supple Premium leather, while hand-polished wood trim elegantly accents the multifunction steering wheel and shift knob.

SL 550 shown with Black Premium leather interior and optional DISTRONIC, PARKTRONIC, and Premium 1 and Trim Packages. Please see endnotes at back of brochure.

SL 550 shown with Mars Red paint, Black leather interior and optional Premium 1 Package. Please see endnotes at back of brochure.

Unmistakably expressive. Exquisitely unforgettable.

No automaker has more experience in creating a great experience. With a history of firsts that started with the invention of the car in 1886, every Mercedes-Benz embodies a unique biography of automotive achievement. And yet the most compelling memoir will be the one you experience for yourself. To help you craft your SL's character to fit your own, an array of thoughtfully innovative options and accessories are available. Mercedes-Benz also offers you the opportunity to take your first drive in your new SL in its natural German habitat, then ship it home. Wherever you choose to go with your new SL-Class, this is the start of a memorable journey.

Accessories. Illuminated door sills are an elegantly enjoyable example of the many Genuine Mercedes-Benz Accessories that have been exclusively engineered for your SL-Class. From accessory wheels to chrome door handle inserts to all-season floor mats, they fit your lifestyle as well as they fit your car.

Visit www.mbusa.com/accessories

Optional equipment. Among the enhancements available for your SL is the Panorama roof. Its heat-reflecting tinted glass panel lets you enjoy the sun or stars even with the hardtop raised. A sliding mesh sunshade evokes the cozy aura of a closed coupe.

Turn the page for more options and packages.

European Delivery. Pick up your new Mercedes-Benz in Germany through the original manufacturer-sponsored tourist delivery program. You'll enjoy significant savings[11] and other benefits, along with the experience of a European vacation in your SL.

Visit www.mbusa.com/edp

SL 550 shown with Mars Red paint, Black leather interior and optional Premium 1 Package. Please see endnotes at back of brochure.

Build your own SL-Class at www.mbusa.com

SL 550

OPTION PACKAGES

○ **Premium 1 Package**:
- Heated and Active Ventilated seats
- AIRSCARF neck-level heating system
- Multicontour seats with massage feature
- KEYLESS-GO
- Electronic trunk closer

○ **Trim Package**:
- Wood/leather steering wheel and shift knob
- Premium leather hand-fitted to seats and head restraints

○ **Wheel Package**:
- 19" staggered-width AMG 5-spoke wheels with high-performance tires[2]
- Sport steering wheel[12]
- Manual shift mode
- Dark-tinted headlamps and taillamps
- Silver-painted front brake calipers
- Perforated rear brake discs

INDIVIDUAL OPTIONS

○ Panorama Roof, including a tinted-glass retractable hardtop with a manually retractable internal sunshade

○ DISTRONIC adaptive cruise control[6]

○ PARKTRONIC system

ENDNOTES

1 Stated rates of acceleration are based upon manufacturer's track results and may vary depending on model, environmental and road surface conditions, driving style, elevation and vehicle load.

2 Lower aspect-ratio tires and accompanying wheels provide substantially increased treadwear, increased tire noise and reduced ride comfort. Serious wheel and tire damage may occur if the vehicle is operated on rough or damaged road surfaces or upon encountering road debris or obstacles. These tires are not designed for use on snow and ice. Winter tires mounted on appropriately sized and approved wheels are recommended for driving in those conditions.

3 The roll bar system is designed to enhance the level of rollover protection compared to a vehicle without one. No system, regardless of how advanced, can eliminate the chance of injury in an accident. Please always wear your seat belt.

4 WARNING: THE FORCES OF A DEPLOYING AIR BAG CAN CAUSE SERIOUS OR FATAL INJURIES TO A CHILD UNDER AGE 13. SEE OPERATOR'S MANUAL FOR ADDITIONAL WARNINGS AND INFORMATION ON AIR BAGS, SEAT BELTS AND CHILD SEATS.

5 All Mercedes-Benz mbrace™ services operate only where cellular and Global Positioning Satellite signals are available, which are provided by third parties and not within the control of Mercedes-Benz USA, LLC. An mbrace Package trial period is offered on new, Certified Pre-Owned and pre-owned sales and leases at an authorized Mercedes-Benz dealer. Subscriber Agreement is required for service to be active. Some services are only available on select vehicles. Your PIN is required in order to use certain services. See your dealer or www.mbusa.com for details, including a list of compatible smartphones.

6 DISTRONIC adaptive cruise control is no substitute for active driving involvement. It does not react to stationary objects, nor recognize or predict the curvature and lane layout of the road or the movement of vehicles ahead, and can only apply a maximum of 20% of vehicle braking power. It is the driver's responsibility at all times to be attentive to traffic and road conditions, and to provide the steering, braking and other driving inputs necessary to retain control of the vehicle.

SL 550

SPECIFICATIONS

Engine	5.5-liter V-8, 382 hp @ 6,000 rpm, 391 lb-ft net torque @ 2,800–4,800 rpm
Transmission	7-speed automatic with steering-wheel mounted paddle shifters
Wheels	Staggered-width 18" 5-spoke with high-performance tires[2]
Suspension	4-wheel multilink with Active Body Control (ABC)
Drivetrain	Rear-wheel drive

EXTERIOR DIMENSIONS

Wheelbase	100.8 in
Overall length	180.4 in
Overall height	51.1 in (top up)
Overall width	81.5 in (including mirrors)
Curb weight	4,220 lbs

INTERIOR DIMENSIONS

Headroom	37.7 in (top up)
Legroom	42.9 in
Shoulder room	54.0 in
Cargo capacity	10.2 cu ft (top up)/7.2 cu ft (top down)

7 While the navigation system provides directional assistance, the driver must remain focused on safe driving behavior, including paying attention to traffic and street signs. The driver should utilize the system's audio cues while driving and should only consult the map or visual displays once the vehicle has been stopped in a safe place. Maps do not cover all areas or all routes within an area.

8 Bluetooth® interface does not provide phone charging or external antenna. Voice interactivity feature is dependent on selected handset. Visit www.mbusa-mobile.com for details. Phone sold separately. See dealer for a list of approved compatible phones.

9 SIRIUS® hardware and subscription required. Other fees and taxes may apply. Subscription governed by SIRIUS Terms & Conditions available at sirius.com. SIRIUS U.S. Satellite Service available only to those at least 18 years of age in the 48 contiguous United States, DC and Puerto Rico (with coverage limitations). Service available in Canada; see www.siriuscanada.ca.

10 All iPod® devices are sold separately. Feature not compatible with iPod Shuffle. See dealer for details.

11 European Delivery Program discount of 7% available on select models, other models offered at MSRP. Please see your dealer for details.

12 Not included if Wheel Package is ordered in combination with Trim Package.

13 Extra-cost option.

14 Burl Walnut wood not available with Red/Black leather. Black Ash wood only available with Red/Black leather.

15 Durability is based on longevity, as determined by MBUSA sales records 1952–2008 and R.L. Polk & Co. Vehicles In Operation as of 2008.

Color and Trim

PAINTWORK, METALLIC

Diamond White[13]

Iridium Silver

Palladium Silver

Quartz Blue

Steel Grey

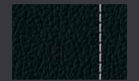
Storm Red

PAINTWORK, NON-METALLIC

Black

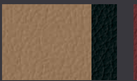
Mars Red

LEATHER UPHOLSTERY

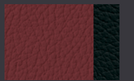


Black with Silver stitching

Grey/Dark Grey



Natural Beige/Black



Red/Black

Stone/Dark Beige

HIGH-GLOSS WOOD TRIM

Black Ash[14]

Burl Walnut[14]

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For a small blue planet

For 125 years – longer than any other automaker – we've been sharing this planet with you. Respecting it, and protecting it, have long been a part of our vision and ambition. We introduced the world's first CFC-free car, not just in its air conditioning but throughout its entire manufacturing process. We've been using water-borne paints for years, and source the wood for our interior trim from responsibly sustained forests. We've been pioneering advanced powertrains for generations, from today's hybrid models and 50-state clean diesels to the fuel cell vehicles of tomorrow. Mercedes-Benz is also legendary for producing automobiles of extraordinary durability, with 88% of the vehicles sold in the last 20 years – and a remarkable 75% of the vehicles we've ever sold in the U.S. – still on the road.[15] After all, it takes virtually the same amount of energy to build vehicles that last as ones that won't. Even our brochures conserve resources and are produced with eco-conscious printing. Everything we engineer is born from the motivation and the ingenuity to make things better. This is what drives us.

FSC
Mixed Sources
Product group from well-managed forests, controlled sources and recycled wood or fiber
www.fsc.org Cert no. SW-COC-001795
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10 %

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